ADOPT YOUR STREET

Toolkit





sea
SALTASH
ENVIRONMENTAL ACTION



SEA

SALTASH ENVIRONMENTAL ACTION

WHO ARE WE?

We are SEA: Saltash Environmental Action. We are passionate people working together for a world where we all share responsibility for the future wellbeing of our planet and ourselves.



In 2020 we set up Saltash Litter Rangers. *We are inviting more individuals and families in Saltash to pick up litter near their homes – to 'Adopt a Street'. You may pick litter casually in your daily routine walks, or make special organised outings, maybe with a friend.*

To date 142 streets in our town have been adopted by 75 Litter Rangers and we get more every day! Our aim with this toolkit is to help you set up a similar scheme in your town.

ACT:

We organise a number of environmental initiatives in Saltash and the surrounding area including monthly litterpicks, tree planting & helping to maintain public green spaces.

CAMPAIGN:

We campaign on a variety of environmental issues and encourage others to do the same.

EDUCATE:

SEA regularly hosts awareness events including film nights, environmental talks and social events.



"SMALL ACTS WHEN MULTIPLIED
BY MILLIONS OF PEOPLE CAN
CHANGE THE WORLD"

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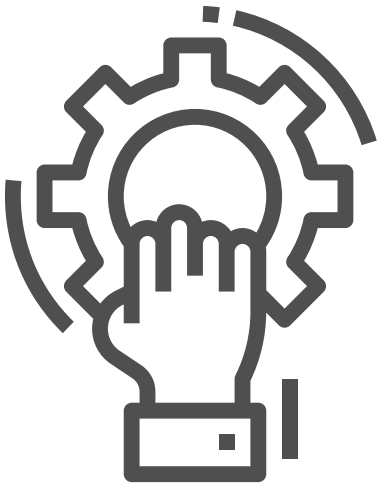
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TAKING ACTION



DEFINE YOUR AIM

Before you begin with your new 'Adopt A Street' scheme it's important to define your aim for the project. What are you trying to achieve?

Here are some examples for you...

AIMS

- To help tackle the problem of litter throughout [insert town name].
- To recruit volunteers to help keep our streets and roads free from litter.
- To encourage residents to love where they live and help keep it litter-free.
- Recruiting litter-conscious volunteers to help keep our town litter free.



NAMING YOUR SCHEME

Spend some time thinking of a name for your scheme. You want it to be a name that stands out, and helps to get your idea out there. Do a bit of research on other Adopt Your Street scheme names. Alternatively you could keep it as simple as 'Adopt Your Street [name of your town].

Check out this article for inspiration: 7 of the Best Litter Prevention Campaigns from Around the World.



BRAND IDENTITY

It's worth spending some time on your brand identity. What colours do you want to use? What fonts? The type of imagery you'll use? Creating a logo etc. You want to create images that will stand out and catch people's attention.

You will need your brand identity colours, fonts and logos for your advertising tools such as posters, flyers and adverts in local press. If you're not a particularly creative person then type into your computer 'brand colour palettes' for inspiration.

There are some great free graphic design tools out there for you to use to create your artwork. A popular one is **Canva**. They have hundreds of free templates for you to use where you can simply drag and drop elements in. They have everything from poster templates to logo templates. There's also a pro version which you need to pay for if you want to go even further with your designs although you should find all you need in the free version.



SETTING UP A WEBSITE

Are you planning on setting up a website for your campaign? If so there are lots of great tutorials online or alternatively you may wish to hire someone to do it for you. If you already have a relevant website you can always add a new page to the website covering your new litter picking scheme. For example we have our main SEA: Saltash Environmental Action website and then we have a page on that website specifically for our Litter Rangers. We also have information in a blog post here.



SETTING UP A FACEBOOK PAGE

Setting up a Facebook page and group for your Adopt A Street scheme is a quick, free and simple thing to do and a great way to reach more people. Anyone with a Facebook account can set up both a page and a group. If you're not sure how to do it then a simple search online will provide you with the details, including step-by-step tutorials on YouTube.

If you already have a relevant Facebook page then you can create a group from that page which means they will be linked. For example we have the SEA: Saltash Environmental Action Facebook page and we have created a linked group called Saltash Litter Rangers. The group is for all of our Litter Rangers and anyone who is interested in our progress.

Our Rangers use the group to share photos of their litter picks, general moral support and ask questions. It's important to set out your rules for the group to avoid any unwanted behaviour with the Facebook group.

You can find our SEA Facebook page here and our Litter Rangers group here. We keep our group private to protect our members and give them a safe place to express themselves.



SETTING UP MAILING LIST

A great way to keep in contact with your volunteers is to have a mailing list which they can sign up to. SEA has a mailing list especially for our Litter Rangers.

We send out monthly updates to our subscribers to keep them up to date with the latest news and events. You can set up a free email account on sites such as Mailchimp, Convertkit, Sender and MailerLite. We use Mailchimp.

Make sure you're up to date with GDPR.



CREATE LIST OF STREETS

You will need to have a master list of all the streets in your town or area so you can keep track of which streets have been adopted and by whom.

SEA used the website geographic.org/streetview to find a list of all of the streets in Saltash. We found that the list didn't include every street so you may need to add in more as you go along. We found our rangers let us know if their street wasn't listed.

A simple formula to use is...

Street Name - Adopted Y/N - Name of Volunteer - Volunteer Contact Details - Equipment Loan Y/N - Equipment List

You can use Google Forms to create your list and share it with other members of your team so everyone can update the list as and when you get new volunteers.

EQUIPMENT



EQUIPMENT LIST

Are you going to provide equipment for your volunteers or ask them to use their own? If you plan to loan out equipment you will need a list of your equipment and who you have loaned it too, including contact details. If you are planning on providing equipment you might want to look into funding which we cover in the next section.

Equipment that you might want to consider include...

- Litterpickers
- Litter picking hoops
- Gloves
- Bin bags
- Small wooden tongs (which can fit in a pocket)
- Used bread bags or magazine wrappers for mini picks
- High-viz jackets



EQUIPMENT TIPS

You may wish to lend the equipment out on long-term loan, in which case you need to prepare either a paper form or an online system for recording their name and contact details and the equipment borrowed.

The information needs to be kept in accordance with GDPR.



Promote reuse rather than buy new

Try to encourage your volunteers to use items they already have rather than buying new items. This is where items like used bread bags can be really handy. The simplest method is to place your hand in a recycled magazine envelope or empty bread bag and use it as a glove to pick up litter, and throw the whole lot away.

Bags can be carried in the pocket or handbag, ready for use whenever you are out.

We suggest you use puncture-resistant gardening or work-type gloves. Reusable rubber or plastic gloves prevent contact but do not stop glass from penetrating.

FUNDING







FUNDING

Unless you already have an amount of money to set up your scheme you're going to want to look into funding. Here are a few ideas of where you could get funding from...

- Your local authority
- Litter charities or organisations
- Local shops & businesses
- Supermarkets
- Crowdfunding
- Local residents
- Friends or family

YOUR LOCAL AUTHORITY

Get in touch with both your town council and your county council to see if they would be willing to offer any support for your scheme.

It's particularly important to get in touch with your town council so they are aware of what you're doing. The best scenario would be to work in collaboration with your town council.

If your town council fully support the idea they may even be able to provide 'official' street signs for the scheme.

SEA received funding called the *Community Fund* from our County Councillors.



LITTER CHARITIES

Email litter charities to see if they currently have any grants available. Some of the big ones are...

- Keep Britain Tidy
- Clean Up Britain
- Surfers Against Sewage

If they don't have any funding available they still have lots of great information on their websites which you will find useful. They may also be able to point you in the direction for getting funding elsewhere.

LOCAL SHOPS & BUSINESSES

You may be able to get sponsorship from local shops & businesses. At the very least they may be able to put up a poster for you advertising your scheme.

SEA received a donation from our local Scrapstore which we used to buy more equipment for our Litter Rangers.



SUPERMARKETS

Big supermarkets often like to support local initiatives. Send them a letter and an email explaining what you're doing and ask them if they can offer any support. If you don't get a reply try to get hold of a phone number to speak to the manager directly.



CROWDFUNDING

Crowdfunding is a great way to raise some money for your project. You use social media and the internet to raise funding from strangers that believe in what you're trying to achieve and want to contribute. You can use sites such as GoFundMe & Crowdfunder. Do your research before setting one up.

LOCAL RESIDENTS

Local residents might be willing to provide funding. There's no harm in asking. Put a message out on your Facebook page stating that you're looking for funding and see what happens. You could share your message in local Facebook groups.



FRIENDS & FAMILY

Speak to friends and family to see if they'd like to contribute something. Even if it's £10 every little bit helps.

Whaetever method you choose to get funding you will need to set up a separate bank account to keep your funds in. A lot of banks offer community accounts for small charities and associations.

COLLABORATE



COLLABORATING WITH LOCALS

It’s a good idea to start building relationships with local businesses and community groups so they can help spread the word about your scheme. You never know they may even provide some funding for you or donate equipment. Or something simple as putting up a poster for you or include your scheme in their next newsletter to their subscribers. Every little bit helps!

As an example our local Scrapstore donated a sum of cash for us to buy more equipment for our volunteers.

Make a list of the groups & businesses that you’d like to approach and get in touch with them. You're going to need to spread the word to attract more volunteers.

PLACES TO CONSIDER...

- Community Organisations
- Schools, Colleges & Universities
- Community Spaces
- Community Events

VOLUNTEERS







HOW TO GET VOLUNTEERS

There are lots of ways to start getting volunteers signed up to your scheme.

- Write a short article for to your local paper or magazine.
- Talk to your neighbours.
- Talk to local businesses.
- Have a stand at a local event such as a fayre or festival.
- Share '*Volunteers Wanted*' in your Facebook group website and email list.
- Put up posters around your town.
- Hand out flyers in the street
- Contact your local library or sports centre and ask if you can have a stall for a few days in the lobby area.
- Ask you town council if they will put the information on their website.
- Ask friends & family to share your content on social media.

The sky's the limit, use your imagination and get the word out there. Make sure you have a paper sign up form with you at all times to get people down on your list. You can then transfer their information onto your digital list later.





HOST A LAUNCH DAY

Once you have everything set up you're now ready to launch your new Adopt A Street scheme. Have a launch day and invite local people to come along. Here are some top tips to make you launch day a success...

- Hand out information leaflets
- Get some stand alone banners made which advertise your scheme.
- Invite the local press to take pictures.
- Invite the Mayor and local Councillors. The more people you can get involved the better.
- Walk up and down the high street handing out flyers.
- Pop into local businesses, introduce yourself and the scheme. Get the name out there!
- Remember to take pictures then share them everywhere, including your website, email newsletter, Facebook group and send them to local press.

Make sure to include a press release when sending pictures to the press. If you're not sure how to write a good press release then do some research online. You can find free templates which you can edit to suit your needs.

You could organise a 'mini litter pick' during the event. Why not have a competition for the children to see who can fill a bag the fastest? Or every child that fills a bag gets a prize? The aim is to make the event fun and memorable.





ACKNOWLEDGING VOLUNTEERS

To keep your volunteers motivated to perform regular litter picks acknowledgment of their efforts is essential. People like to feel appreciated. If someone posts a picture of their litter picking efforts in your Facebook group acknowledge them and congratulate them on a job well done.

Encourage your volunteers to take pictures of their picks and then share them on your website and social channels. **Please note: you MUST get permission from every individual before you share their photos.**

You can combat this by having a tick box on your registration form which states whether or not they are happy for their images to be shared online and elsewhere. You can also ask in your Facebook if anyone would prefer their images not to be shared and note down the responses.

Make sure your volunteers do not take pictures of other people's property. This is really important!

For our Saltash Young Rangers we provide a certificate of recognition which parents can print off of our website or collect from a local business. Parents can then fill out their child's details and present them with the certificate. We've also got the local school involved with this process too.



Once you are really established you could go as far as hosting a yearly celebration event. Speak to local businesses to find suitable venues. Create certificates & awards for your volunteers using a free design programme like Canva.





LITTER CHAMPIONS

If you've found initially you managed to get lots of new volunteers but now the process has slowed down then why not appoint Litter Champions from your volunteers?

These are people that are already litter volunteers that would like to get more involved with the scheme. Their aim, as well as performing their individual litter picks, is to recruit more volunteers.

You could set them targets of recruiting 5 new volunteers per month. Host competitions and have a leaderboard. Try to keep it fun and not too competitive.

'THIS STREET HAS BEEN ADOPTED' POSTERS

On our website we provide free posters which our volunteers can download, print off and use to put up in their streets. This street has been adopted by local residents - why not volunteer too?

We encourage our volunteers to use reusable cable ties to put the posters up. These can be bought online. This may be something that you'd like to consider buying and providing for your volunteers?

See example posters on the next page.


SALTASH
LITTER RANGERS
This street has been adopted by local residents – why not volunteer too?
sea
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SALTASH
LITTER RANGERS
This street has been adopted by local residents -why not volunteer too?
Children please remind your parents not to drop litter!
sea
SALTASH
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SAFETY



SELF-TRAINING & AWARENESS

Before you launch your Adopt A Street scheme you need to determine whether you will be offering training for your volunteers or whether you will offer them self-training advice.

If you plan to offer safety training you may need the members of your team to take a course to make sure they're qualified in the subject. It might be worth approaching your town council to see if they can assist you or offer the training themselves.

If you plan to only offer self-training advice then you can provide a document which covers 'Safety When Litter Picking'. You can find an example of this on the next page.

You can store this information on your website, blog or in your Facebook page/group. You can also email it out to new members if you have a mailing list.

SAFETY WHEN LITTERPICKING

Here is an example '*Safety When Litterpicking*' information sheet which you can use. Saltash Litter Rangers is based in Cornwall so this information is specific to that area. You will need to adjust your safety information to fit your area.

Personal and health status

Nobody under 16 should pick up litter unless an adult is present Volunteers should self-assess each task in line with their own limitations. This includes any medical conditions such as back concerns, angina, chest conditions etc. It is recommended to make sure your tetanus injections are up to date.

General precautions: where and when?

- Be aware of your environment and do not put yourself at risk whilst picking litter.
- Do not pick when visibility is poor, and only pick in daylight hours.
- Do not pick A roads. Clean Cornwall has advised that you can pick on B roads however they also advise that you complete a risk assessment before you begin. We can provide you with a template if required.
- If you pick Parish lanes, always wear a Hi Viz vest, be aware of traffic at all times and stop picking to allow any vehicle to pass.
- Do not pick on private property.
- Stay clear of cliff edges, water, rocks and large areas of mud.
- Follow local rules as well as our guidelines, including safe and lawful parking.

SAFETY WHEN LITTERPICKING

Personal stuff

- Ensure any existing cuts or abrasions are clean and covered with a waterproof plaster.
- Wear stout shoes and weather appropriate clothing.
- Do not confront anyone you see littering.
- Afterwards, clean hands thoroughly before eating food or drinking.

Normal procedures

- Avoid touching litter at all times.
- Use a litter picking tool where possible for any glass and metal items.
- Rubbish should not be compressed using hands or feet as this can accidently puncture the skin.
- Avoid contact with the body when carrying plastic bin bags.
- Do not overfill bin bags and avoid lifting heavy objects or sacks alone.

Dodgy litter

- Do not pick up any items that cannot easily be identified or where they are clearly heavy, or likely to be hazardous. Report them to Cornwall Council.
- Never attempt to remove syringes, needles, drug paraphernalia or any toxic substances – contact Cornwall Council.
- Do not attempt to remove dead or live animals. If dead, report* to Cornwall Council. If alive, report to the RSPCA. (On the coast: for live stranded marine animals, contact British Divers Marine Life Rescue; dead marine animals, contact Marine Strandings Network)

SAFETY WHEN LITTERPICKING

Where To Put The Litter You Collect

- The litter you collect can go into your normal household rubbish bin or in one of the town bins. Rubbish should never be left beside a litter bin. Please report any full bins to the council so they can arrange for them to be emptied.
- If a Litter Ranger is intending to work on an area where they anticipate finding a larger amount of litter, they should register in advance with Clean Cornwall and arrange for the litter to be collected by Biffa.
- If a Ranger finds anything hazardous, or fly-tipped waste, dead animals etc, they should use the Report It function on this website. www.cornwall.gov.uk/report-it

LIST OF CONTACTS FOR REPORTING HAZARDOUS WASTE

It’s helpful to include a list of places that your volunteers can report hazardous or fly-tipped waste. The contacts will vary depending on your area so you will need to research this.

The best place to start is your town council and county council websites. Your list can include contacts for…

- Needles, drug paraphernalia & hazardous items.
- Dog fouling.
- Fly-tipping.
- Live animals.
- Dead animals.
- Live marine animals
- Dead marine animals

On the nest page you'll find an example of the list Saltash Litter Rangers use for our area in Cornwall.

LIST OF CONTACTS FOR REPORTING HAZARDOUS WASTE

- Needles, drug paraphernalia, hazardous items or any other questions relating to the land you are on, use the online form at:www.cornwall.gov.uk/environment-and-planning/street-care-and-cleaning/litter/needles-and-drug-litter/Or phone 0300 1234 202 Cornwall Council Environmental Management
- Dog fouling and full dog bins OR report fly tipping and on public land, go to https://www.cornwall.gov.uk/environment-and-planning/street-care-and-cleaning/Or telephone 0300 1234 212 or 141 Cornwall Council
- Dead animals, go to https://www.cornwall.gov.uk/environment-and-planning/street-care-and-cleaning/dead-animal-removal/
- Live animals or any kind of incident where help is needed with an animal in any location, phone 0300 123 4999 (24 hours) RSPCA
- Dead marine animals, 0345 201 2626 (24 hours) Marine Strandings Network Hotline
- Live marine animals, 01825 765 546 (24 hours) British Divers Marine Life Rescue.

WWW.SEASALTASH.ORG.UK

INSURANCE

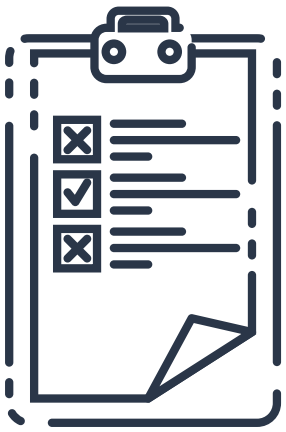
It is unlikely that any organisation can provide insurance cover for an individual's litter-picking activity because they have no control over whether risk assessment have been performed and safety monitored. It is important to make this clear to individuals.

There are two big lessons we would advise...

Make it clear that if you start suddenly litter picking on a large area that hasn't been cleaned for ages, you will get more rubbish than you can easily dispose of in your own bin or council bin. Better to start with repeated limited litter picks than one big one. Unless you organise a big one through the Council website and arrange Biffa collection.

Make it very clear that volunteers mustn't pick up on private property - which can include back alleyways behind houses.

FREE TEMPLATES



Litter Picking Risk Assessment - Template

Name	
Area/Roads covered	
Any children involved?	
HAZARD	**Control (tick to show you have thought about it)**
Traffic, including cycles	Stay on pavement; listen out for cars (deafness adds to the risk, wear aids)
Broken glass, sharp objetcs	Use tools/Wear thick gloves Do not compress the bag
Contact with microorganisms such as tetanus	Wear gloves/use picker or tongs Cover cuts with a plaster
Drug paraphernalia, used personal waste items	Refer for help
Dog faeces	Avoid contact; only pick up if bagged
Abuse from member of the public	Do not challenge them
Finding animals, dead or alive	See details of who to contact
Lone working	Only work in daylight, make sure someone knows you are out litterpicking, and carry a mobile phone
Uneven ground, slippery ground trip hazards, ditches	Be constantly aware of your surroundings, be cautious; wear suitable footwear
Danger to eyes	When reaching into hedges and bushes
Weather conditions	Stop in rain, poor visibility or risk of sunburn
Plants that constitute a risk e.g. giant hogweed	Do not pick up plants or vegetation

CLEAN UP REPORTS

If you are wanting to perform waste audits for your town then you can encourage your volunteers to produce a Clean Up Report. It's advisable not to make this mandatory as the extra effort can put people off. It's good to give them as an option though as some enjoy the process.

You can provide your volunteers with printable Clean Up Reports which they can download from your website and take with them on their litter picks.

You can then create a Google Form which you can share with your volunteers so they can collate all of their information on there.

If you don't want your volunteers to produce reports every time then you can do it twice a year and make an event of it. Ask all your volunteers during a certain month or week to collect information.

Clean Up REPORT

DATE

OBJECT FOUND ✓	TALLY	TOTAL AMOUNT

USEFUL CONTACTS

Keep Britain Tidy

LitterAction

Surfers Against Sewage

CleanupUK

RSPB

Gov.UK Waste Management

Canva

Clean Cornwall



www.seasaltash.org.uk
General enquirers: info@seasaltash.org.uk
Litter Rangers: litterrangers@seasaltash.org.uk
facebook.com/seasaltash

